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**AUG 18 2004**

**DATE:** August 18, 2004  
**TO:** Examiner Daniel Lastra  
**FIRM:** USPTO, Group Art Unit 3622  
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**FROM:** Jon A. Gibbons

**TOTAL NUMBER OF PAGES: 17  
(INCLUDING THIS PAGE)**

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**MESSAGE:**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**Applicant(s):** Reiner KRAFT et al.

**Serial No.:** 09/757,901

**For:** *PERSONALIZED PROFILE BASED ADVERTISING SYSTEM AND METHOD WITH  
INTEGRATION OF PHYSICAL LOCATION USING GPS*

**Enclosed are the following:**

Transmittal letter (1 pg.); and Response With Amendment (15 pgs.)

**Docket No.:** ARC9-2000-0048-US1

**110-A00-005**

**August 18, 2004**

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# IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of : Atty. Docket No. ARC9-2000-0048-US1  
 Reiner KRAFT, et al. : Group Art Unit: 3622  
 Serial No. 09/757,901 : Examiner: Daniel LASTRA  
 Filed: January 10, 2001 : Confirmation No. 8326  
 For: **PERSONALIZED PROFILE BASED ADVERTISING SYSTEM AND METHOD WITH  
 INTEGRATION OF PHYSICAL LOCATION USING GPS**

## TRANSMITTAL

### MS NON-FEE AMENDMENT

Commissioner for Patents  
 P.O. Box 1450  
 Alexandria, VA 22313-1450

SIR:

Transmitted herewith is a response with amendment in the above-identified application:

[X] No additional filing fee is required.

The fee has been calculated as shown below. (Small entity fees indicated in parentheses.)

CLAIMS AS AMENDED						
(1)	(2)	(3)	(4)	(5)	(6)	(7)
	Claims Remaining After Amendment		Highest Number Previously Paid For	Extra Claims	Rate	Fee
Total Claims (Small Entity)	15	-	22	0	18.00 (9.00)	0
Independent claims (Small Entity)	4	-	6	0	86.00 (43.00)	0
Multiple Dependent (Small Entity)	0	-	0	0	290.00 (145.00)	0
Extension of Time Fee (Small Entity)	One Month \$110 (\$55)		Two Months \$420 (\$210)	Three Months \$950 (\$475)		0
Total						\$0.00

XX The Commissioner is hereby authorized to charge any required fees to Deposit Account No. 09-0441.

Respectfully submitted,

Date: 8/18/04

By:

Joni A. Gibbons  
 Reg. No. 37,333

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